



SFA Congressional Briefing Demonstrating SFA's Products and Services

PART I: THE INVITATION

Send personal invitation to Hill staff (*include overview of what we will show them*)

Follow-up invitation with phone call

PART II: THE BRIEFING

Host briefing in SFA Training Center

Set two hours for networking and demos

Provide cookies, coffee, tea, etc.

Meet / Greet / Network

9:30-9:45 (15 min)

Kick-Off: SFA Products and Services -- Delivering Results to Our Customers
(*Greg Woods*) -- *provide overview of demonstrations and tie together in a storyline*

9:45-9:50 (5 min)

Present brief demonstrations of four SFA products and services using
PowerPoint and canned presentations (*ED contractors/ED staff*)

9:50-10:30 (40 min)

- ☆ FAFSA on the Web -- *frontline; "student experience with SFA begins here"*
- ☆ Highway One -- *moving to EAI/middleware; here's an example of how it will work*
- ☆ Siebold Ombudsman Project -- *example of how we are addressing customer needs*
- ☆ SFANet -- *internal customer support; from performance info to lunch menu*

Live showcase demo of Direct Loan Servicing Web Site – premiere product that
demonstrates and highlights the best features of SFA's products (*ED contractors/ED
staff*) -- *featuring online transactions and latest in e-commerce applications*

10:30-10:45 (15 min)

Present brief demonstration of School Portal (*ED contractors/ED staff*) -- *preview of
future SFA products/where SFA is heading*

10:45-10:55 (10 min)

Wrap-Up, Booklet of Other Products/Services (*students.gov, direct loan
origination web site*), and Q&A Session (*Steve Hawald*)

10:55-11:15 (20 min)

PART III: FOLLOW-UP

Provide information packets with contacts for each SFA product (*including those mentioned briefly*)

Offer live demos of SFA's great products and services (*have PCs set up in the
Training Center if anyone wants to stay and play*)

11:15-11:30 (15 min)

Provide staff to answer questions and discuss the products

SFA Congressional Briefing

OPEN ITEMS



Who Presents:

- ☆ Kick-Off -- Greg Woods
- ☆ Demos -- ED contractors/ED staff
- ☆ Wrap-Up -- Steve Hawald

Who is the Audience:

- ☆ Congressional Staff
- ☆ Key Trade Association Leaders (One Dupont, NASFAA, etc.)
- ☆ SFA General Managers
- ☆ Meeting with SFA Communications to determine appropriate Congressional Staff:
 - ED Authorizing Committees:
 - House: Committee on Education and the Workforce
Subcommittee on Postsecondary Education, Training, and Lifelong Learning
 - Senate: Health, Education, Labor, and Pensions Committee
 - ED Appropriations Committees:
 - House: Committee on Appropriations; Subcommittee on Labor, Health and Human Services and Education
 - Senate: Committee on Appropriations; Subcommittee on Labor, Health and Human Services and Education

When to Present: July 31 – September 1 (Congress Out of Session)
Tentative Dates: August 22, 30 (9:30-11:30am)

Format: SFA Training Center
Two Hour Timeframe
Brief Demos of SFA Products with Live Demo Finale

Projects:

- ☆ FAFSA on the Web
- ☆ Highway One
- ☆ Siebold Ombudsman Project
- ☆ SFANet
- ☆ Direct Loan Servicing Web Site
- ☆ School Portal
- ☆ Booklet of Other Projects:
 - Students.gov
 - Direct Loan Origination Web Site